Addis Ababa University School of Commerce
Marketing Management Program Unit
Graduate Program

The Effect of Brand Innovation Adoption on Customer Retention: The case of Zemen Bank

By: Mehiret Taye

Advisor: Saleamlak Mola (PhD)

A Thesis Submitted to Addis Ababa University School of Commerce Marketing Management Graduate Program for the Partial Fulfillment of the Requirements of Masters of Art Degree in Marketing Management

July 2023

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Approved by Board of Examiners

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Letter of Endorsement

This is to endorse that Mehiret Taye has worked thesis on the topic entitled: **The Effect of Brand innovation adoption on customer retention: The Case of Zemen Bank S.C.** This thesis is original in nature and appropriate for the award of Masters of Arts (MA) in Marketing Management.

Saleamlak Molla (PhD) _____ _____

Signature Date

Declaration

I, Mehiret Taye, hereby declare that this thesis entitled **"The Effect of Brand Innovation Adoption on Customer Retention: The Case of Zemen Bank S.C."** is original work of my own and were not used by others for any other requirements in any of university and all sources of information used in the study have been duly acknowledged.

Mehiret Taye _____ _____

Student Signature Date

Acknowledgement

First, I want to thank God for his guidance and help. My next appreciation and thanks goes to my Advisor Dr Saleamlak Molla for his valuable comments, constructive criticism, and remarks made to me while I was working on this thesis. Finally yet importantly, I would like to thank my parents for everything.

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Acronym	
TRB	Trialability
OBS	Observability
COM	Compatibility
PEOU	Perceived ease of use
READV	Relative advantage
CUSR	Customer retention
TAM	Technology acceptance model

ABSTRACT

This study was carried out with the aim of examining the effect of brand innovation adoption on the customer retention of Zemen Bank. The concept of brand innovation adoption has been an issue that academics and practitioners have been interested in, researching, and discussing recently. Zemen bank is very concerned about innovations, and it is known that the bank was a pioneer in introducing new innovations in the banking system. The recent innovation observed on this bank is an ATM used for depositing and a new internet-banking feature called Z cash. So in order to know how these innovations affect the customer retention this study was done. Besides this research can be used as a source of information for researchers who are interested in this topic. In line with this, not many researches were done regarding this study in Ethiopia. After a comprehensive assessment of the literature, questionnaires were distributed with a sample size of 369 Zemen bank customers in order to gather the primary data. The quantitative research approach was merged with an explanatory research strategy while analyzing the data. The sampling method used to collect sample was convenience sampling. Then the data was descriptively analyzed using a multivariate linear regression model. Depending on the analysis, results show that the unstandardized coefficient B had a value of 0.138, 0.119, 0.240, 0.239 and 0.203 for the variables perceived ease of use, trial ability, observability, compatibility and relative advantage respectively. It emphasizes that among the five variables observability affects customer retention greatly. So Zemen bank should give more emphasis should be given to improve observability. overall, all the variables that are perceived easy to use, observability, trial ability, compatibility, and relative advantage are all positively related with customer retention being significant as well. Therefore, it is advised that the bank continuously develop each brand innovation adoption variables to increase customer retention at Zemen Bank.

Keywords: *Perceived ease of use, trial ability, observability, compatibility, relative advantage, brand innovation adoption and customer retention*

CHAPTER ONE

INTRODUCTION

The background of the study, statement of the problem, objective, scope of the study, significance of the study and organization of the study is discussed in this chapter.

1.1 Background of the study

Innovation stands out as a crucial component for organizational success in an environment where brands are numerous. Innovation is the design and execution of new procedures, goods, services, and delivery systems that significantly enhance the effectiveness, efficiency, or quality of the final product (Taylor, 2017). Innovations are an essential part of corporate strategies for a number of reasons, including the application of more effective manufacturing processes, improved market performance, pursuit of a favorable reputation in the eyes of customers, and as a result, the acquisition of a sustainable competitive advantage. (Gunday, Ulusoy, Kilic, & Alpkan, 2011)

According to (Keeley, Walters, & Pikkel, 2013) Brand innovation is not only a good marketing plan or campaign, it involves designing and expressing the brand in ways that are both distinctive from the competition and pertinent to customers. In addition, Continuous innovation is likely to maintain and strengthen brands, which requires businesses to pursue new items and put a strong emphasis on client approval. Moreover (Keeley, Walters, & Pikkel, 2013) claimed that brand innovation also encompasses brand extensions, which provide a fresh good or service under an already established brand.

Customer retention is the process of turning new consumers into regular ones through enhancing long-term satisfaction and customer value (Kotler & Armstrong, 2008). It shows whether the products are popular among the existing customers.

In the banking, industry brand innovation is becoming popular. Every bank is trying to come up with new ideas in order to cope up with competition. According to National Bank of Ethiopia, currently 29 banks are operating in Ethiopia. Zemen Bank is one of private commercial banks which was found in 2008. Zemen bank has brought innovative & new dynamism to the Financial

& Banking sector in Ethiopia. It is the first Bank in Ethiopia to introduce Multi-Channel Banking as well as Service of Excellence in the Banking industry. Its current mission is to 'Deliver unique financial experience, engaging work environment and sustainable value for all our stakeholders using empowered workforce and technology, in a socially responsible manner'. The most recent banking function that Zemen bank adopted in 2022 G.C is ability to deposit cash using ATM machine. Therefore, the users are not expected to face time taking contour services but they can simply use ATM machines and when they deposit their money into the machine, deposit slip will be dispensed. Additionally, the bank has new features on its internet banking which is Z cash. Z cash is a form of transferring money from the customer's account to some one that is not customer of Zemen bank this is done by using phone number of the non-customer and PIN. Hence, this study will assess the effect of brand innovation adoption on customer retention in this bank.

1.2 Statement of the Problem

Innovation on a continuous basis is crucial during a time of fast economic change. Businesses that are participate in innovation are able to recognize and seize new market opportunities. (Kotler & Keller, 2016). The banking industry is undergoing a swift and significant upheaval due to changes in information technology and developments of telecommunications and electronic data processing.

In Ethiopia various studies have been conducted regarding innovation, Yegzeru Belete (Belete, 2020) studied on how customer satisfaction is affected by banking innovation in commercial bank of Ethiopia. The researcher tried to assess the effect of banking innovation with the 5 dimensions of innovation (product innovation, process innovation, marketing innovation, service innovation, technological innovation). As a result it was concluded that the variables are positively related with customer satisfaction. Additionally Abiy Asrat (2021) had conducted a research on how the performance of Ethiopian airlines group during covid19 was affected by innovation activities. The researcher concluded that among the 4 dimensions of innovation used as a variable, marketing innovation affects the performance negatively while product, process and organizational innovations are positively related with performance of Ethiopian airlines.

The main purpose of innovation initiatives is to boost a company's earnings, market share while reducing manufacturing costs. (Pinoy, 2015). Despite the numerous benefits of innovation, the researcher has not come across studies in Ethiopia that were conducted on brand innovation adoption on customer retention. Therefore, this research attempt to fill the gap by investigating on how customer retention is affected by brand innovation adoption of Zemen bank.

1.3 Research Questions

The study is concerned with finding answers for the questions stated below.

1. How do relative advantage of brand innovation adoption affect customer retention of Zemen bank?
2. How do compatibility of brand innovation adoption affect customer retention of zemen bank?
3. How do customer retention of zemen bank is affected by perceived ease of use of brand innovation adoption?
4. How do observability of brand innovation adoption of zemen bank affect customer retention?
5. How do the triabiity of brand innovation adoption of zemen bank affect customer retention

1.4 Objectives of the Study

1.4.1 General Objective

As a main objective, the study is about assessing the effect of Brand innovation adoption on customer retention on zemen bank.

1.4.2 Specific Objectives

The specific objectives of the study were the following:

A. To assess the effect of Relative advantage of brand innovation adoption on customer retention.
B. To determine the effect of Compatibility of brand innovation adoption on customer retention.
C. To investigate the effect of Perceived ease of use of brand innovation adoption on customer retention.

D. To assess the effect of Observability of brand innovation adoption on customer retention.
E. To examine the effect of trialability of brand innovation adoption on customer retention.

1.5 Significance of the Study

A lot of businesses use brand innovation adoption to increase market share to improve effectiveness of marketing and create long term relationship with stakeholders. Brand innovation adoption is being used by organization as means of competitive advantage. The study will make the company more competent by studying the variables that are considered important in brand innovation adoption. In addition to this, since the study is the first to assess how brand innovation adoption affects customer retention of zemen bank, the researcher is optimist that this study will illuminate future researches.

1.6 Delimitation/Scope/ of the study

The study particularly concentrate on how brand innovation adoption affects customer retention. There are different variables used to measure innovation like the 5 dimension of innovation which are product innovation, service innovation, technological innovation, marketing innovation and process innovation but this study focused only on the five variables suggested by Rogers. Those are Relative advantage, compatibility, Perceived ease of use, observability and trialability. The study was limited in a geographic area only limited to Addis Ababa.

1.7 Limitation of the study

There were scarcity in finding extensive literature on specifically brand innovation adoption since many brand innovation adoption researches were not done in Ethiopia as far as the researcher knowledge.

The research was made based on sample data. Since census were not used, sometimes it might be challenge to decide on the whole population based on the data.

1.8 Definition of Terms

Brand Innovation -is the creation and subsequent introduction of brand of given goods or services that is preferable than competitors. (Keeley, et al., 2013)

Relative Advantage- is the extent to which consumers think a new product is better than comparable existing product. (Rogers, 2003)

Compatibility - is the measure of how the product is strongly associated to need, value, system, and norm. (Rogers, 2003)

Perceived ease of use - is the level to which a person thinks using a specific information system or piece of information technology would be effortless. (Chen, et al., 2011)

Observability- is the degree to which a product's benefit can be observed, imagined and perceived by a potential consumer. (Rogers, 2003)
Trialability – is the extent to which experimentation is done in a small scale. (Rogers, 2003)

Customer Retention – is the process in which customer stick with service or product for a pre-determined amount of time. (Dawes, 2009).

1.9 Organization of the thesis

There are five chapters in this paper. The study's introduction, problem statement, research questions, objectives, and are all presented in the first chapter also including the significance of the study, its scope, its limitations, and organization of the thesis.

Chapter Two reviews the most significant theoretical and empirical studies while including conceptual framework. Chapter Three presents methodology of the study. Chapter Four provided the analysis and findings of study and finally, chapter five gave conclusions and recommendations and further research direction.

CHAPTER TWO

2. Literature review

2.1 Introduction

Three primary topics- theoretical review, empirical review and conceptual framework were the key topics in this chapter. Under this chapter, different theories were stated. Theories including the ones relating innovation with customer retention. The empirical literature review segment addressed several research on innovation. In light past research and pertinent literature, the conceptual framework is then constructed.

Conceptual definitions

This part explains the definition of the words that are used most frequently in the study words that are innovation and customer retention.

Innovation

The definition of innovation varies from scholar to scholar. According to (Drucker, 2002), innovation is the attempt to bring about purposeful, targeted change in an enterprise's economic or social potential. It is the process of transforming a concept into a merchandised product or service, an entirely new kind of business organization, a new or enhanced effective manufacturing technique or a new product layout method (design, marketing), or even a new service providing method is referred to as innovation. It can also relate to a new concept or approach for coping with an incident or a challenge (Carayannis, et al., 2015). Therefore, extensions that offer a new product or service under the cover of an existing brand are also considered innovations. Despite the fact that scholars' definitions differ, there is a common trend among them that proclaims innovation is a new or improved idea that delivers change to an organization.

According to (Keeley, et al., 2013) Brand innovations is a means of ensuring that buyers and users distinguish one item from another. Brand innovations may turn commodities into treasured items by adding meaning, intent, and worth to the offering, boosting competitiveness.

Brand innovation adoption

It is useful for comprehending how innovative goods and services can be after successfully launching into the market. According to prior research, consumer intentions to embrace innovations are frequently ineffective indicators of adoption behavior due to the change that consumers' evaluation standards alter at each part of the adoption. (Arts, et al., 2011)

Types of innovation

In the (OECD Oslo Manual, 2005) There were four main types of innovations presented. These include organizational innovation, marketing innovation, process innovation, and product innovation. The idea of technological developments is directly related to product and process innovations.

Product innovation is the introduction of a good service that is either new or significantly improved in terms of its qualities or intended applications, including significant advancements in technical specifications, components and materials, integrated software, user friendliness or other functional qualities (OECD Oslo Manual, 2005). Product innovations can utilize new knowledge or technologies, or can be based on new or combinations of existing knowledge or technologies. Products include both products and services. Product innovation is a challenging process that is fueled by evolving customer expectations, cutting-edge technology, shorter product life cycles, and escalating global rivalry. Strong engagement within the company, as well as with its customers and suppliers, is necessary for success. (Akova, et al., 1998)

(OECD Oslo Manual, 2005) Stated that Process innovation is all about implementing a brand-new or vastly improved production or delivery system. This covers material adjustments to methods, tools, and/or software. Process innovations may be made to improve quality, create or provide new or significantly improved products, or reduce unit costs of manufacturing or delivery. (Fagerberg, et al., 2004) emphasized that process innovation, due to its focus on cost-cutting, can have a more ambiguous impact than new product introduction, which is typically believed to have a clear, favorable impact on the rise of income and employment.

Implementing a new marketing strategy that involves major adjustments to product positioning, promotion, pricing, or design constitutes a marketing innovation. (OECD Oslo Manual, 2005).

Marketing innovations aim to better serve consumer requirements, access new markets, or reposition a company's product on the market with the goal of boosting firm sales.

Finally, an Organizational innovation is the adoption of a new organizational strategy in a company's operations, workplace structure, or external interactions. Organizational innovations often improve workplace satisfaction and enhance business performance by minimizing administrative and transaction costs. (OECD Oslo Manual, 2005).

Customer retention

Many researches have been conducted to investigate the different causes of customer retention. In addition to the company's overall business performance, most corporations evaluated customer retention as a bottom line. As per (Ascarza, et al., 2017) Customer retention is defined as a customer's continued interaction with a company.

Establishing long-term connections with customers is regarded as a necessary requirement for most service organizations' economic survival and success today. (Berry, 1995; Heskett, et al., 1994 as cited by Ibojo, 2015). As a result, it is evident that there is little possibility of success unless there is a business necessity for customer retention. The current tendency is to focus not only on acquiring new consumers, but also on customer retention as a corporate strategy. The capacity of a firm to attract and keep new consumers is thus determined not just by its product or product offering, but also by how it services its current customers and the reputation it builds inside and beyond marketplaces.

2.2 Theoretical review

2.2.1. Diffusion of innovation theory

(Rogers, 2003) Diffusion is defined as the process by which an innovation is conveyed to members of a social system through certain channels over time. According to this definition, the four important components of diffusion of innovation are innovation, communication channels, time, and social system. Adoption requires that the person consider the concept, practice, or product to be new or innovative. Hence, this allows diffusion.

Rogers defined diffusion as the process by which an innovation becomes known to members of a social system over time through certain routes. As stated by Rogers, four factors influence the diffusion of an idea: invention, communication channel, time, and the social structure.

Rogers held the view that the process of innovation diffusion is dependent on human resources and that in order for an innovation to be sustainable, it needed to be broadly embraced. (Rogers, 2003) This theory emphasizes on five kids of innovation adopters that are innovators, early adopters, early majority, late majority and laggards. The nature of innovations decision-making process is a factor in innovation diffusion, which also depends on the cultural background or social structure. The networks nature and the attitude of influencers affect how suitable the innovation is to be accepted because information flows across networks. In addition to influencers who employ their personal network to shape the behavior of potential innovation adopters, additional middlemen known as change agents and gatekeepers also play a role in dissemination process.

According to this theory, innovators are classified in to five. Those innovators are: innovators, early adopters, early majority, late majority, and laggards. Individuals in each category have similarities with regard to of their innovativeness. Innovativeness is the degree to which an individual or other unit of adoption adopts new ideas more quickly than other members of a system. Understanding the desired and important behavior in the innovation-decision process was aided by innovativeness.

While innovation diffusion is influenced by the cultural context or social system, it is also influenced by the type of decision-making process used in the innovation. Given that information flows through networks, the nature of the networks and the roles of opinion leaders influence the likelihood of innovation adoption. Other intermediates dubbed change agents and gatekeepers form a portion of the diffusion process, in addition to influencers who utilize their network to have impact on the behavior of approaching adopters.

In accordance with (Rogers, 2003) There are five factors of diffusion of innovation.

Relative Advantage - the degree to which a new concept, program, or product is preferred to the one it replaces. Economic metrics is used to gauge the degree of relative advantage, but other key

considerations include convenience, satisfaction, and social prestige. Whether an innovation provides a significant number of objective advantages is less important. What matters is whether a person sees the innovation as beneficial. The perceived relative advantage of an innovation will determine on how quickly it can adopted. Innovations' cost and social status motivating components are examples of relative advantages. Innovators, early adopters, and the early majority are more driven by status to adopt innovation. While the late majority and laggards view status as less important. Moreover, Rogers categorized innovations into two types: preventive and incremental (non-preventive) innovation. A preventive innovation is a new idea that someone accepts right away to lessen the likelihood of an undesirable future. Because preventive innovations typically take longer to spread, it is difficult to determine how advantageous it is in comparison. However, incremental advancements quickly have positive results. Direct or indirect financial payment incentives may be used to support the individuals in a social system in adopting an innovation in order to boost the adoption rate and raise the effectiveness of relative advantage.

Compatibility – is concerned with the alignment of innovation with the requirements, values, and experiences of the prospective adopters. An innovation that is incompatible with the norms and values of a social system will not spread as quickly. Adopting a new value system is a relatively lengthy process, but it is frequently necessary before adopting an incompatible innovation. A person's demands must be compatible with an innovation for there to be less uncertainty and a higher rate of adoption. So even the innovation's name plays a crucial role in compatibility. For a potential adopter, the name of the innovation should have some significance. It should be obvious what the innovation represents. Compatibility is positively related with rate of adoption.

Complexity - focuses on how difficult the innovation is to understood and/or used. Rogers stated that complexity is negatively correlated with the rate of adoption as a result technological breakthrough may have varying degrees of perceived ease of use and provide faculty members with difficulty of adjusting their teachings methodology so as to include the technology innovation in to their training (Parisot, 1995). New ideas that are easier to understand are adopted faster, than innovations that require the adopter to acquire new knowledge and understandings.

Trial ability - The degree to which an innovation can be tried out or tested out before being decided to embrace it. Trial ability has a positive correlation with the rate of adoption. An innovation's adoption rate increases as more people try it. Reinvention may take place during the trial of the innovation, as was addressed in the implementation stage of the innovation-decision process. The potential adopter may then alter or modify the innovation. faster acceptance of the innovation might result from increased invention.the vicarious trial, which is especially useful for later adopters, is another crucial element in the adaptation of an innovation. The trialability attribute of innovations, according to Rogers, is more significant to early adopters than it is to late adopters.

Observability - The degree to which the innovation produces measurable results. Observability, like relative advantage, compatibility, and trialability, has a positive relationship with the rate of adoption of an innovation.

2.2.2 The Technology Acceptance Model

The technology acceptance model (TAM), developed by Fred Davis over a quarter-century ago, has become a popular approach in studying factors influencing users' acceptance of technology (Marangunić & Granic, 2014). This model assumes that two variables, perceived ease of use and perceived usefulness, will act as mediators. According to (Chen, et al., 2011) Perceived usefulness is an insight person's perception of the usefulness of a certain information system or piece of information technology is how much they think it would improve their ability to function in their jobs or other aspects of their lives.

perceived ease of use is the degree a person believes that using a given system will need no effort while The degree to which a person believes that utilizing a certain system will improve her/his job performance is referred to as perceived usefulness. (Marangunić & Granic, 2014). Additionally (Chen, et al., 2004) defined perceived is of use as a person's perception of how easy it would be to utilize a certain information system or piece of information technology. Perceived ease of use is of use is a significant predictor of desire to accept innovation. When an individual’s perceived ease of use of using a given technology increases then their intentions to use the technology also increase. Accordingly, Perceived usefulness is influenced by perceived ease of use. Since, other things being equal, the easier a technology is to use, the more helpful it is. (Venkatesh, 2000)

2.2.3 Schumpeter's 'Creative Destruction'

(Naqshbandi & Singh, 2015) The phrase "creative destruction" was first used by Schumpeter to describe a process of industrial change that continuously revolutionizes the economy from within, continuously destroying the previous structure and continuously producing a new one. it is when something new replaces something older, creative destruction has taken place. it can explain many of the processes of industrial transformation, including the change from a competitive to a monopolistic market structure or vice versa.

The theory concentrated on identifying the organizations that can innovate more successfully and connected this capability to the firm's size. As a result of their flexibility, small businesses are also said to be better able to innovate than huge businesses, which may struggle due to their bureaucratic systems (Naqshbandi & Singh, 2015)Later, however, Schumpeter views change and implied that larger monopolistic enterprises with more resources and market sway may be better able to create innovations than their smaller counterparts.

2.2.4 Open Innovation Model

Henry Chesbrough's open innovation paradigm has become a popular alternative innovation methodology. In order to progress their technology, companies can and should use both internal and external ideas, as well as internal and external channels to market (Chesbrough, 2006)

Chesbrough defined open innovation as the use of intentional knowledge inflows and outflows to spur internal innovation and broaden the markets for innovation's use externally. (Chesbrough, 2006).

The unfavorable aspect of this theory is that Open innovation can expose businesses to considerable risks since knowledge and the locus of control of the knowledge flow might occasionally migrate outside of the business, potentially resulting in the loss of the business's unique expertise and competitive advantage (Gould, 2012). Since the innovative output of open innovation is dependent on external circumstances, it can also entail losing control of the innovation process and being unable to provide the innovation at the appropriate moment. This highlights the significance of recognizing and resolving risks throughout the open innovation

process (i.e., ideation-innovation-outcome), as instead of trying to manage it after the project's conclusion. (Madanaguli, et al., 2022)

2.2.5 Disruptive Innovation

Disruptive innovations, in Christensen's definition, are those that help build new market and value networks and eventually subvert the established markets and value networks over time, displacing older technology. (Christensen, et al., 2012)

Christensen described the theory in terms of technological advancements and how new technologies supplanted older ones that appeared to be superior in a market. Disruptive technologies, in Christensen's opinion, provide different values than mainstream ones and, at first, perform worse than mainstream ones in the performance areas that mainstream customers value the most. Therefore, disruptive innovation may not initially be desired by traditional customers. However, despite the fact that they could seem cheap or inferior to products from more established brands, some markets still value such advances. (Christensen, et al., 2012)

One of the theories' detractors claims that the definition of the word disrupt implies interrupting continuity, causing disorder to, and tearing apart. (Martinez Vergara & Pasola, 2020). Therefore, it might be difficult to reach a consensus on what disruptive innovation is due to a lack of understanding of the word and of diffusion innovation theory. In other words, the lack of a precise definition and the ambiguity with which the term is used cause confusion among people attempting to comprehend, implement, and build the best possible business strategy, which in turn lead to errors.

Brand innovation and customer retention

In order to build an intangible capital and ensure future customer retention, businesses must cultivate a connection of ongoing innovation with their customers. Customer retention is dependent on the business's capacity to deliver on its commitments (a factor associated with trust), which arises from the time one party has faith in the other. (Cardoso, et al., 2022). Brand innovation influences consumer attitudes and behaviors toward purchase and encourages consumers to build stronger reasons for consumption. From a conceptual standpoint, brand innovation denotes the incorporation of concepts in continuity or association to strengthen its

identity, personality, and cultural foundation allowing the brand to become more deeply ingrained in the minds of consumers. (Cardoso, et al., 2022).

Relative advantage and Customer retention

Customers, according to research, tend to adopt new technology when they perceive it to have a relative advantage over existing technology or to be more useful (Rogers, 2003).Relative advantage helps to increase efficiency, economic benefits, and status (Rogers, 2003). A study, relative advantage is positively associated to customer retention. If an innovation has a relative advantage, customers will prefer it, which will increase customer retention in turn enhance customer retention (Rahel, 2020).

Compatibility and customer retention

The degree to which a service is viewed as being compatible with users' existing values, beliefs, habits, and current and previous experiences is referred to as compatibility. (Chen, et al., 2004). Moreover, compatibility has been shown to affect customer retention. (Al-Jabri & Sohail, 2012)

Perceived ease of use and customer retention

(Chen, et al., 2004) perceived ease of use refers to the extent to which a certain information is perceived as easy to understand and operate. It was revealed that customer retention and perceived ease of use are positively related (Rahel, 2020). So this explains that the more the innovation is complex then it is less likely to retain customers.

Observability and customer retention

observability is the ease with which the benefits of an innovation can be seen and communicated by other members of a social system (Rogers, 2003). Observability entails being able to access the innovation from anywhere and explaining the benefits of accessibility to others. Customers receive awareness of the innovation as a result of this exposure, which aids in customer retention.

Trialability and customer retention

Trialability is the ability to test out new technology before applying it. Allowing potential adopters to experience with an innovation will make them more at ease with it and increase their likelihood of adopting it (Rogers, 2003).

2.3 Empirical review

Over the years, academic literature has given a lot of attention to the concepts of innovation, and numerous empirical studies have yielded conflicting results in this area. This part examines a few of the researchers' works that are relevant to the topic at hand.

According to (Nguyen, et al., 2016) Brand innovation does not intercede with internationalization and market performance, but it fully mediates the impacts of organizational learning and market orientation on performance. In addition, as brand innovation increases then Brand performance improves. Brand innovations in business-to-business settings are not just restricted to the final producer or the producer who deals directly with consumers; branding the individual parts and making customers aware of their worth can increase both preference and bargaining power. In addition to being more complicated than just developing a new brand, brand innovation goes beyond a great advertising campaign or marketing strategy. It necessitates creating a brand that stands out from the competition and is pertinent to the target market. (Keeley, et al., 2013)

Journal publication done by (Okpara, 2019) on the effect of product innovation on customer acquisition and retention in the case of Nigerian Breweries Plc. The data collected in this study was through questionnaire in which 300 questionnaires were distributed among customers. The results of this study showed that product innovation plays an important role in building customer acquisition and improve and enhance the company’s intention to buy their products. Therefore, the study concluded that there is a significant relationship between product innovation and customer retention.

Effect of innovation on customer satisfaction and customer retention in the telecommunication industry in Ghana: customers’ perspectives was assessed by (Diaw & Asare, 2018). Data were collected using questionnaire and were distributed for 150 customers. Regression data analysis tools

were employed to assess the relationship between variables (dependent and independent). Following the analysis, the study highlighted that Product and service innovation is believed to be the key in satisfying and retaining customers. Also a significant positive relationship was found between innovation and customer satisfaction and retention but Satisfaction somehow differ from retention, not all satisfied customers intend to stay or subscribed to a network. Moreover, the study found that marketing innovations introduced in recent years has been a major determinant in customer satisfaction and retention. The study recommends that telecommunication companies should invest in providing innovative services by researching current trends in order to forecast products and services.

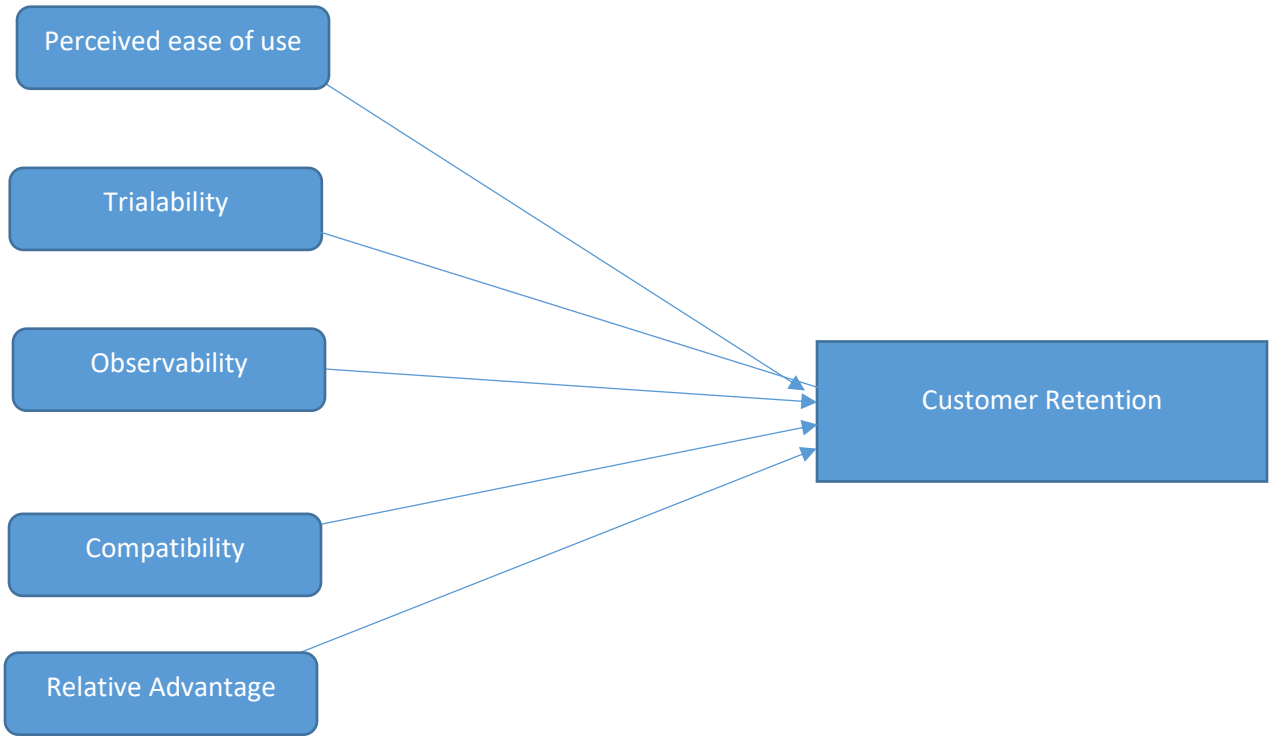
Another study by (Belete, 2020) aimed at how customer satisfaction is affected by banking innovation in commercial bank of Ethiopia. The study adopted five variables, which are product innovation, service innovation, technological innovation, marketing innovation and process innovation. Data were obtained from branches in Addis Ababa. Descriptive and regression analysis were performed in order to determine strength of the study variables. The study findings showed that, having a varied degree each one of the variables are associated positively with customer satisfaction. Additionally, the research showed that customers might be pleased by paying special attentions to the aforementioned five variables. Finally, the study concludes that customer satisfaction and banking innovation are said to have a positive correlation.

2.4 Conceptual framework

Since the 1960s, diffusion Innovation theory has been used to explore a variety of innovations, from organizational innovation to agricultural tool innovation. (Tornatzky & Klein, 1982). Each person will have a distinct perception of innovation when it is communicated to them (Rogers, 2003) proposed five attributes of an innovation namely: relative advantage, compatibility, Perceived ease of use, trialability, and observability. While Tam provides two important factors that are perceived ease of use and perceived usefulness. As significant indications in numerous fields, these innovation attributes have also been used in various frameworks either on their own or in combination with other variables or models (Syahadiyanti & Subriadi, 2018) like Educational technology-related studies (Sahin, 2006) and Mobile Banking Adoption (Al-Jabri & Sohail, 2012). The literature reiew was taken in to consideration when developing conceptual framework that illustrated the relationship between variables.

Fig1 Conceptual Frame work

Independent variable Dependent variable



Source: Research Theoretical Frame Work (Diffusion of Innovation (DOI) Theory, developed by E.M. Rogers in 1962.) and Technology Acceptance Model by (1986)

Hypothesis constructed based on the above model.

H1: Perceived ease of use of brand innovation adoption is positive and significant to Customer Retention.

H2: Trialability of brand innovation adoption is positive and significant to Customer Retention.

H3: Observability of brand innovation adoption is significant and positive to Customer Retention.

H4: Compatibility of brand innovation adoption is significant and positive to Customer Retention.

H5: Relative Advantage of brand innovation adoption is significant and positive to Customer Retention.

CHAPTER THREE

RESEARCH METHODOLOGY

3. Introduction

This section discusses the general research procedures, including the design, data collecting, analysis, and other related aspect.

On research methods, numerous researchers have written in-depth. The fundamental assumption of the majority of research studies on research methodology is that the research topic and the formulate research questions influence the methodology. Rather than being true or incorrect methodology can only be more or less useful (Silverman, 2001).

3.1 Research approach

This study was fixated on the effect of brand innovation adoption on customer retention which specifically focuses on the observability, trialability, relative advantage, compatibility and Perceived ease of use. Quantitative research method were used on this study.

To carry out this study on the effect of brand innovation adoption on customer retention on Zemen bank, the researcher followed quantitative research approach, which is accurate, reasonable, scientific in nature, and reality. A formalistic and systematic method of data gathering is quantitative approach and It can be expressed in numbers. According to (Muijs, 2004) this approach provides a foundation for distributions, frrequency, regression and correlatio..As the effect of brand innovation adoption on customer retention on Zemen bank can be reflected in its five factors (observability, trial ability, relative advantage, compatibility and Perceived ease of use) and how brand innovation adoption affects customer retention were explained after the data collected from samples of the study.

3.2 Research design

Explanatory and descriptive research design was used for this study. Explanatory research design was useful in order to layout the association between variables. It seeks to answer the question

why or to provide explanation. According to (Kothari, 2004) descriptive research design explains behavior, beliefs, principle and traits. It is carried out in order to provide answers to who, what, when, where, and how questions and determine relationship (Carl.Mc Daniel, 2010).

3.3 Population and sampling techniques of the study

3.3.1 Target Population

Subject to limitations on money, time, and space, researchers frequently choose a representative sample from the population. It's because researchers can't afford to conduct expensive, time-consuming, and extensive censuses. (Taherdoost, 2016) Therefore, professional's advice using sample size that can satisfy representativeness, validity and adaptability.

According to the quarterly report of Personal and Business Banking Department of Zemen Bank, The total number of customers at the end of Dec 31, 2022 are 147,720. Among those 96,018 are customers in Addis Ababa.So specifically for this study, the population is Zemen bank customers in Addis Ababa in which branches from Main branch, Bisrate Gebriel, Arada, Bole, Meskel Flower, Wollo Sefer, Bole Medhanialem, Lebu , Jemmo and Cmc are selected. This branches where selected based on the customers availability which means these branches are braches where customers visit most and are also among the pioneer branches opened since the bank stopped operating as mono branch.

3.3.2 Sampling Techniques

Convenience sampling, a non-probability sampling strategy, was be utilized in the research to choose the sample's willing participants from the appropriate data-collecting window.

Sampling is the method or process of choosing a representative sample in order to ascertain the parameters or characteristics of the entire population. (A**dams**, et al., 2007). Hence, this research used convenience-sampling method.

3.3.3 Sample Size

Based on the formula from (Yamane, 1967) sample size was computed.

The below formula was selected to a representative sample. The following is the formula used to determine the sample size**.**

$n=N/1+N\ (e)^2$ is the sampling formula where:

n denotes sample size

N= indicates total population that is 96,018

e= stands for the error term, which is 5% (i.e. at 95% confidence interval)

Using the above formula, the simple size of the study was be determined as

$n= (96{,}018/1+96{,}018(5\%)^2$

n= (96,018/ 1+96,018(0.0025)

n= (96,018/ 1+240.045)

n= 399

Hence, 399 customers were sample size.

3.4 Data Type

To meet the objectives of the research and reply to questions constructed under study, data were used. As Kothari (2004) the distinction between primary and secondary data should be kept in mind. The primary data are those that were gathered fresh and for the first time, making them unique by nature. The secondary data, on the other hand, were those that had already been gathered and subjected to the statistical process by another party. Thus, both primary and secondary data ere used.

3.5 Data Collection Methods

The data collection technique used to collect data from concerned bodies were quantitative data collection tools. Thus, questionnaire were developed based on innovation measures used by (Al-Jabri & Sohail, 2012) and (Rahel, 2020). The questionnaire designed had closed ended questions. The questionnaire have three parts. general information were asked on the first of the questioner like gender and age. The second part includes questions about the habit of customers to use the service whereas the third part explores customer's response on the brand innovation adoption variables (Relative advantage, compatibility, Perceived ease of use, observability and trialability) and how it affects customer retention of the bank. The third part of the questionnaires used

Likert: five scale to rate level of their response from Strongly Agree= (5) to strongly Disagree = (1) to. The questionnaires for this study is based on Perceived ease of use , trialability, observability, compatibility, and Relative advantage that are attributes of diffusion of innovation by Rogers and TAM by Davis.

3.6 Data analysis methods

In contemplation to reach on meaningful facts and get result, data collected via questionnaires were analyzed using Statistical Package for Social Sciences (SPSS) software. After insertion of data, data was explained in descriptive form. Besides, as the general objective of the research is to investigating how customer retention is affected by brad innovation. Additionally, Pearson's Correlation Analysis and Multiple Regression was be used.

3.7 Reliability

According to (Saunders, 2009) Reliability implies the extent in which data gathering methods or processing techniques are consistent outcome.it is used to access the internal uniformity of a set if items used to create questioner. Reliability analysis is used to determine whether the each scale item are homogeneous or cohesive. The reliability index that is most frequently employed is cronbach's alpha coefficient. Therefore, Cronbach's alpha coefficient was or the sake of this study.

3.8 Validity assurance

Through adopting data gathering method with solid underpinnings, the validity of the instrument is guaranteed. Due to this the study made sure, the study made sure that that the tools or processes utilized in the research measured independent and dependent variables as intended (Bryman A & Bell E, 2011).

3.9 Ethical standard

The researcher had consent of the organization for the study. Customers who were be involved in the questionnaire were informed about the purpose of data collection, analysis, and the covenant to maintain privacy of their response.

CHAPTER FOUR

4. DATA PRESENTATIONS, ANALYSIS AND INTERPRETATIONS

This chapter includes data presentations and discussions on the effect of Zemen Bank's brand innovation adoption on customer retention. More precisely, the chapter addresses descriptive statistics of respondents, such as profiles and their fundamental understanding of brand innovation, as well as the relationship between the five variables of brand innovation adoption and bank customer retention.

4.1 Data Editing Coding and Response Rate

Before undergoing in to the analysis, the responses acquired via questionnaires had been verified to make sure that respondents completed them correctly. Questionnaires with missing or partial responses omitted from the analysis. As a result, the data were encoded properly.

For the purpose of conducting this study, 399 questionnaires were issued to Zemen bank customers, with 378 (94.73%) questionnaires collected from respondents, 369 (92.48%) of the gathered questionnaires were appropriately filled by the customers, while 9 (2.25%) of the residual items were deficient and then excluded from the study. However, 21 (5.2%) of the distributed questionnaires were unable to be collected. Table 1 provides more information on the questionnaire response rate.

Table 1-Response rate of respondents

Stats of the questioner	frequency of items	Percentage (%)
Sum total of questioners gathered out of the distributed	378	94.73%
Sum total of defective questioners out of distributed	9	2.25%
Total number of questioners uncollected	21	5.2%
Total number of questioners properly completed	369	92.48%
Overall number of questioners distributed	399	100%
Response rate	369	92.48%

Own source (2023)

4.2 Research Instruments Testing (Validity and Reliability Test)

The primary concerns with homogeneity of the instrument used is reliability test. Before doing further research on the effect of Zemen Bank's brand innovation adoption on customer retention, reliability and validity tests was performed. As a result, the researcher tested the instruments employed in this study for validity and reliability.

To assure logical credibility, the instrument (questioner) was amended from past study efforts, suggesting that this has previously been assessed and proven for validity. A bivariate correlation between the items and the scale's overall score was also used to evaluate the criterion validity of the model. The items employed where found to be valid for the validity test at the 2-tailed level having P values less than 0.005 showing correlation.

As stated by (Taber, 2017) Cronbach's alpha values (α) more than 0.70 are count as adequate for demonstrating the consistency of variables utilized in the research. According to table 2, the i employed questioner scored Cronbach's alpha 0.7 and higher, and crucially, the overall reliability score (α) is 0.88. it implies that the band innovation variables used in this study is consistent.

Table 2-Reliability Test (Cronbach's alpha)

Variables	Number of items	Cronbach's alpha Coefficient
Relative advantage	5	0.78
Compatibility	5	0.74
Perceived ease of use	5	0.70
Observability	3	0.70
Trialability	3	0.71
Customer retention	3	0.71
Overall reliability	24	0.88

Own source (2023)

An overall reliability of Cronbach's alpha was calculated to be 0.88, which has the high value, as shown in Table 2 Reliability Statistics. Internal reliability Statistics, such as the Cronbachs alpha calculated on the aforementioned variables, show that the items exhibited sensible internal consistency reliability, beginning from 0.70 to 0.78. According to the aforementioned data, most

of the variable values are greater than or equal to 0.7 alphas, which is an adequate level to be accepted (Taber, 2017). The alpha value of the dependent variable, Customer Retention, is 0.71. The first item has a value of 0.78. The second item has an alpha value of 0.74 followed by the third item having 0.70 value. Getting in to the fourth variable it has value of 0.70 and lastly the fifth variable has the alpha value, which is 0.71. Altogether six of the aforementioned variables have high overall reliability.

4.3 Profile of Respondents

Table 3-profile of respondents

variables	Categories	Frequency	Percent%
Gender of respondents	Male	259	70.18%
	Female	110	29.81%
	Total	369	100%
Age of respondents	18-30	152	41.19%
	31-40	173	46.88%
	41-50	39	10.56%
	>51	5	1.35%
	Total	369	100%
Education background	Below diploma	16	4.33%
	Diploma holder	99	26.82%
	First degree holder	198	53.65%
	Master's degree	53	14.36%
	Above Masters	3	0.83%
	Total	369	100%
Occupation	Government sector employee	49	13.2%
	Private sector employee	104	25.47%
	Private business	216	58.5%
	student	10	2.71%

Source: Own survey result (2023)

Table 3 reveals the respondents' demographic make-up. Making general inferences regarding the data acquired in this study can benefit from knowing demographic background information, such as gender, age, and educational status. The results are shown as a table to facilitate comprehension towards the samples. In order to establish how frequently respondents provided a certain response when responding to the relevant establish how frequently respondents provided a certain response when responding to the relevant questions, frequencies were utilized. These provided background details on the basic characteristics of the sample respondents.

Accordingly, from the respondents 70.1% of were male and 29.8% of were female. Therefore, it can be denoted that the male customers are prevailing as shown in table3.

In relation to respondent's age, on table 3, out of the total respondents, 152 respondents 41.19% were aged between 18 to 30 years whereas 46.889% were aged between 31 and 40. On the other hand, 12.56% of them were between 41 to 50 years while the highest age group with age above 51 years were marked for only 1.35% only.

On the same table above it depicts the academic level of the respondents. So 53.65% of the total respondents hold Bachelor of Art degrees while 14.36% of them had Masters of Arts degrees. the Diploma/Vocational level education status were 26.82%. While respondents who have educational status below diploma were 4.33%. Lastly, the respondents having educational background above masters are few in numbers accounting for only 0.83%.

As for occupation of the respondents, 58.5%of the respondents were private business owners, 25.4% are private sector employees while 13.2% are government sector employed.

Table 4 Perception of respondents regarding brand innovation

		Frequency	%
1. Do you use Brand innovation?	YES	369	100%
	NO	0	-
2. Which type of brand innovation do you use?	Only ATM	26	7.0%
	Only Internet Banking	45	12.1%
	Both ATM and Internet Banking	298	80.7%
3. Why do you favor using the aforementioned service above?	It is easy to use	143	38.7%
	It is more secure	125	33.8%
	It doesn't need internet connection	101	27.3%

Own survey result (2023)

From the above Table 4, it is clear that all the respondents use brand innovation and respondents using only ATM are 7.0%, respondents that used only internet banking are 12.1% Majority of the respondents use both ATM and Internet banking accounting for 80.7%.

On the other hand, 38.7% account for respondents that agree that brand innovation is easy to use while 33.8% use brand innovation because it is secure. The least respondents agree on using brand innovation because it doesn't need internet connection.

4.4. Descriptive Analysis of brand innovation Variables

Researchers can better understand the distribution and variability of their variables by using descriptive statistics, which give an overview of the data. Before conducting further analysis, this information can be used to find any potential outliers or anomalies in the data that may need to be addressed. Descriptive statistics can also be used to compare various groups or subsets of data, revealing any distinctions or resemblances that may exist between them. Running descriptive statistics is a crucial step in any data analysis process because it helps ensure that the data are accurate and reliable and because it can offer insightful information about potential

patterns and trends in the data. The researcher used a Likert scale to gather data on Brand innovation variables, with 1 denoting strongly disagree and 5 denoting strongly agree. Accordingly, the following discussions under each domain show the variables mean and standard deviation. According to (Mohammed 2016), The researcher used a Likert scale to gather data on Brand innovation variables, with 1 denoting strongly disagree and 5 denoting strongly agree. Accordingly, the following discussions under each domain show the variables mean and standard deviation. According to (Mohammed 2016), The following is the decision rule for a Likert scale based on the mean score: if The mean score falls between 1 and 1.8, it is the lowest, and if it is between 1.81 and 2.61 then it is low, the third range is between 2.62 and 3.41 which is moderate/average, the fourth range lies between 3.42 and 4.21 which is high, and finally if it falls between 4.22 up to 5 then it is extremely high. Each domain of brand innovation is briefly discussed in the following sections.

Table 5-Descriptive analysis of brand innovation variables

Variables	N	Mean
Perceived ease of use	369	4.07
Trialability	369	3.98
Observability	369	4.02
Compatibility	369	4.18
Relative advantage	369	4.17
Customer retention	369	4.31

Own survey result (2023)

Based on table 5 above, Perceived ease of use scores mean rating 4.07 it displays that Perceived ease of use is in high scope. In line with Mohammed (2016), the mean score raging from 3.42 to 4.21 is high. As a result, it indicates that Perceived ease of use had moderate positive relation to customer retention. Trialability shows a mean score of 3.98 which is the least mean score compared to others but still considered high. The third variable which is observability had a mean score of 4.02 having a close mean score as Perceived ease of use. Compatibility has mean

rating of 4.18, relative advantage had a mean score of 4.17 and lastly customer retention has a mean score of 4.31.

4.4.1 Respondents perception on Perceived ease of use of brand innovation on Zemen Bank

Table 6 - Responses on Perceived ease of use of brand innovation of Zemen Bank

Perceived ease of use	N	Mean	Std. Deviation
Zemen bank brand innovation is easy to use.	369	4.08	.65
Zemen bank brand innovation saves time.	369	3.97	.56
Making different payments is simple when using the Zemen bank brand innovation.	369	4.13	.55
Zemen bank brand innovation saves time compared to traditional banking.	369	4.11	.52
I think Zemen bank brand innovation is simple to comprehend.	369	4.08	.49

Own survey result (2023)

The mean of Perceived ease of use having 5 items is presented in to table 6 above. The mean value for the first item is 4.08, which is high value, and the mean value for the second item is 3.97, which also high. Also the third item's has a high mean score value of 4.13. The fourth and fifth items also has high mean score at 4.11 and 4.08, respectively. According to the ratings of the respondents, the mean score for All of the items is high.

This demonstrates that the respondents have a plausible understanding about Perceived ease of use. According to the findings, the majority of respondents hold a generally favorable impression of Perceived ease of use, with little room for disagreement. From the results it can be inferred as, the respondents are in agreement with the Perceived ease of use of the brand innovations provided by Zemen bank.

4.4.2 Respondents perception on trialability of brand innovation on Zemen Bank

Table-7 Responses on trialability of brand innovation

Trialability	N	Mean	Std. Deviation
I have understanding about zemen bank brand innovation before accessing it.	369	3.94	.52
I have had information about Zemen bank brand innovation before admission.	369	3.98	.47
I have noticed modification on zemen bank brand innovation.	369	4.02	.45

Own survey result (2023)

Trialability mean was calculated from the three questions above, as shown in table 7 above. Accordingly, the mean score for the first item is 3.94 , and the mean score for the second item is 3.98, which is high for both. The third item's mean value is 4.02, which is higher the other two items.

This demonstrates that respondents had a positive opinion about trialability of brand innovation. The findings show that the the respondents attitude towards customer retention is positive, with only a few exceptions. As a result, it may be inferred that respondents agree with Zemen Bank's Trialability of brand innovation.

4.4.3 Respondents perception on Observability of brand innovation on Zemen Bank

Table 8- Responses on Observability of brand innovation

Observability	N	Mean	Std. Deviation
I believe Zemen bank brand innovation can be accessed.	369	3.96	.53299
Zemen bank brand innovation is available.	369	4.0163	.45415
Zemen bank brand innovation is noticeable.	369	4.1084	.50450

The mean value of the Observability was determined using the mean of the three elements, as shown in the above table 8. As a result, the first items mean score is 3.96, which is greater than the moderate is, and the mean score for the second item is 4.01, which is high. The third item's mean value is 4.10. Based on the average respondents' ratings, the Observability dimension's mean score for all three elements is high. This demonstrates that respondents had a favorable assessment of the brand innovation. According to the findings, the majority of respondents have a very positive assessment of observability of brand innovation.

4.4.4 Respondents perception on compatibility of brand innovation on Zemen Bank

Table 9- Responses on Compatibility of brand innovation

Compatibility	N	Mean	Std. Deviation
Zemen bank brand innovation are Compatible with customers.	369	4.08	.65
Zemen bank brand innovation service is consistent with technological access.	369	3.97	.56
Zemen bank brand innovation is compatible with my social values.	369	4.13	.55
Zemen bank brand innovation is in alignment with my need.	369	4.11	.52
Zemen bank brand innovation is in accordance with the status of customers in banking business.	369	4.08	.49

According to the table 9, compatibility had 5 items where all the 5 items have a mean score high. As a result, the mean score for the first item is 4.21, which is high, and the mean score for the second item is 4.01 also high. The third item's mean value is 4.21, which is higher than the average. The fourth and fifth items are likewise above average at 4.16 followed by the fifth item with a mean score of 4.29.

This demonstrates that respondents had a positive impression of the compatibility of innovations. The findings show that the majority of respondents have an overwhelmingly favorable view toward the compatibility dimension of brand innovation, with only a few exceptions.

4.4.5 Respondents perception on Relative advantage of brand innovation on Zemen Bank

Table 10- Responses on relative advantage of brand innovation

Relative Advantage	N	Mean	Std. Deviation
Zemen bank brand innovation are useful to customer.	369	4.36	0.59
Zemen bank brand innovation transaction fee is inexpensive	369	3.98	0.60
It does not consume much time to learn about the use of zemen bank brand innovation.	369	3.98	0.56
Using Zemen bank brand innovation service is faster to get banking service than visiting a bank.	369	4.26	0.66
In general Zemen bank brand innovation pleased me better than the conventional one.	369	4.27	0.57

Own survey result (2023)

The mean of relative advantage with 5 items is shown in table 10 above. The first item's mean value is 4.38, which is very high value, while the second item's and third item's mean value is 3.98, which is also above average. The fourth and fifth items had a very close figure mean score, which is 4.26 and 4.27, respectively. The mean value for the majority of the items regarding relative advantage is labeled as very high. This illustrate that the responders have a good view of relative advantage.

4.4.6 Respondents perception on Customer Retention on Zemen Bank

Table 11- Responses on Customer Retention

Customer retention	N	Minimum	Maximum	Mean	Std. Deviation
I am loyal to zemen bank.	369	3.00	5.00	4.2683	.70410
I’ve become more devoted to Zemen Bank over the past few years.	369	3.00	5.00	4.2602	.66558
Zemen bank values customers ahead of short-term goals	369	3.00	5.00	4.3415	.63626

Own survey result (2023)

The table 11 above depicts the mean score of 3 items under customer retention showing that 3 items scored greater than 4.2 which is very high score value. The score is shown as follows, the first and the second item's mean value is 4.26, and the mean value of the third component is 4.34.

This illustrates that respondents have a favorable opinion of customer retention. Additionally, the majority of respondents have an extremely favorable mindset toward the customer retention of zemen bank.

4.5. Inferential Analysis of Data

The prior objective of this research was to examine how customer retention is affected by brand innovation.Five questions were generated that needed to be confirmed using inferential analysis. Inferential statistics takes descriptive statistics further by extending results from sample to the population that the sample represents. (Mikyo & Pyrczak, 2023) It is a technique that tells us how confident researcher may be in the results generalizing from sample to population. As a result, correlations and regression were used for this study, and are explained in detail below.

4.5.1. Correlation of Research Variables

Correlation is a measure of a relationship between variables in the broadest meaning. A change in the magnitude of one variable is connected with a change in the magnitude of another variable, either in the same (positive correlation) or opposite (negative correlation) direction in correlated data. Testing the degree of correlation between two or more variables is one of the mostly used statistical procedures The term correlation is most commonly used in the context of a linear relationship between two continuous variables, which is stated as Pearson product-moment correlation. The Pearson correlation coefficient is often applied to data that is jointly normally distributed (following a bivariate normal distribution (Schober, et al., 2018).

(Schober, et al., 2018) There is no linear or monotonic association when the Pearson correlation coefficient is zero. As the coefficient approaches an absolute value of 1, the relationship becomes stronger and eventually approaches a straight line.

Table 12- Rules of thumb of correlation coefficient

Coefficient range	Strength of association
±0.91 to ±1.00	Very strong
±0.71 to ±0.90	High
±0.41 to ± 0.70	Moderate
±0.21 to ±0.40	Small but definite relationship
±0.00 to ±0.20	Slight almost negligible small

Source (Hair, et al., 2007)

Pearson correlation table

The Pearson correlation coefficient, which implies the presence of a linear relationship among two variables, is determined in Table 12. Furthermore, this coefficient indicates the sort of association (either positive or negative) between the variables, demonstrating that in this study, the correlation score of the customer retention with corresponding independent variable was strong and positive. As a result, the correlation coefficients of Perceived ease of use, trialability, observability, compatibility, and relative advantage all exceeded 0.4. According to correlation coefficient rules of thumb, all variable coefficient values were moderate, significant and positive. The correlation score of customer retention were 0.556 with Perceived ease of use, 0.540 with trialability and 0.606 with observability. On the other hand, the correlation score of compatibility was 0.646 and 0.643 for relative advantage.

According to rule of thumb, all the coefficient values are average. In spite of having moderate score, Brand innovation adoption variables had positive and significant relationship with customer retention. In general, the model depicted positive and significant correlation between the two variables (dependent and independent variables) that are Customer retention and brand innovation adoption respectively.

Table 13- correlation between Brand innovation and customer retention

		PEOU	TRB	OBS	COM	READV	CUSR
Perceived ease of use	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	369					
Trialability	Pearson Correlation	.524**	1				
	Sig. (2-tailed)	.000					
	N	369	369				
Observability	Pearson Correlation	.537**	.664**	1			
	Sig. (2-tailed)	.000	.000				
	N	369	369	369			
Compatibility	Pearson Correlation	.551**	.457**	.508**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	369	369	369	369		
Relative advantage	Pearson Correlation	.479**	.413**	.467**	.702**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	369	369	369	369	369	
Customer retention	Pearson Correlation	.556**	.540**	.606**	.646**	.613**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	369	369	369	369	369	369

**. Correlation is significant at the 0.01 level (2-tailed).

4.5.2. Regression Analysis of the effect of Brand innovation adoption on customer retention of zemen Bank

Regression analysis is one of the most extremely used analysis in market research. it enables market analysts to investigate the associations between dependent and independent variables.

Regression analysis is beneficial to determine whether one or more independent variables have a substantial association with a dependent variable. Estimate the relative strength of different independent variable on a dependent variable and make predictions. (Sarstedt & Mooi, 2019). Hence, the study used regression analysis between independent variables relative advantage, compatibility, Perceived ease of use, trialability, and observability) and dependent variable (customer retention).

4.5.2.1.Testing of Assumptions for Regression Analysis

In order to avoid bias, regression analysis must pass many statistical prior to drawing the ultimate relationship between the dependent variable and independent variables. Testing assumptions are also the foundation for moving on to other statistical approaches. Furthermore, in the event that statistical assumptions are violated, testing assumptions can aid in the deployment of various statistical remedies against breaches before the final inference is drawn from the acquired data (Hair et al, 2019; Mooi, 2016). As a result, the researcher investigated multivariate regression analysis assumptions such as normality, multicollinearity, and homoscedasticity. Furthermore, model fit tests and diagnostic were run and briefly explained in the below sections.

1. Normality test

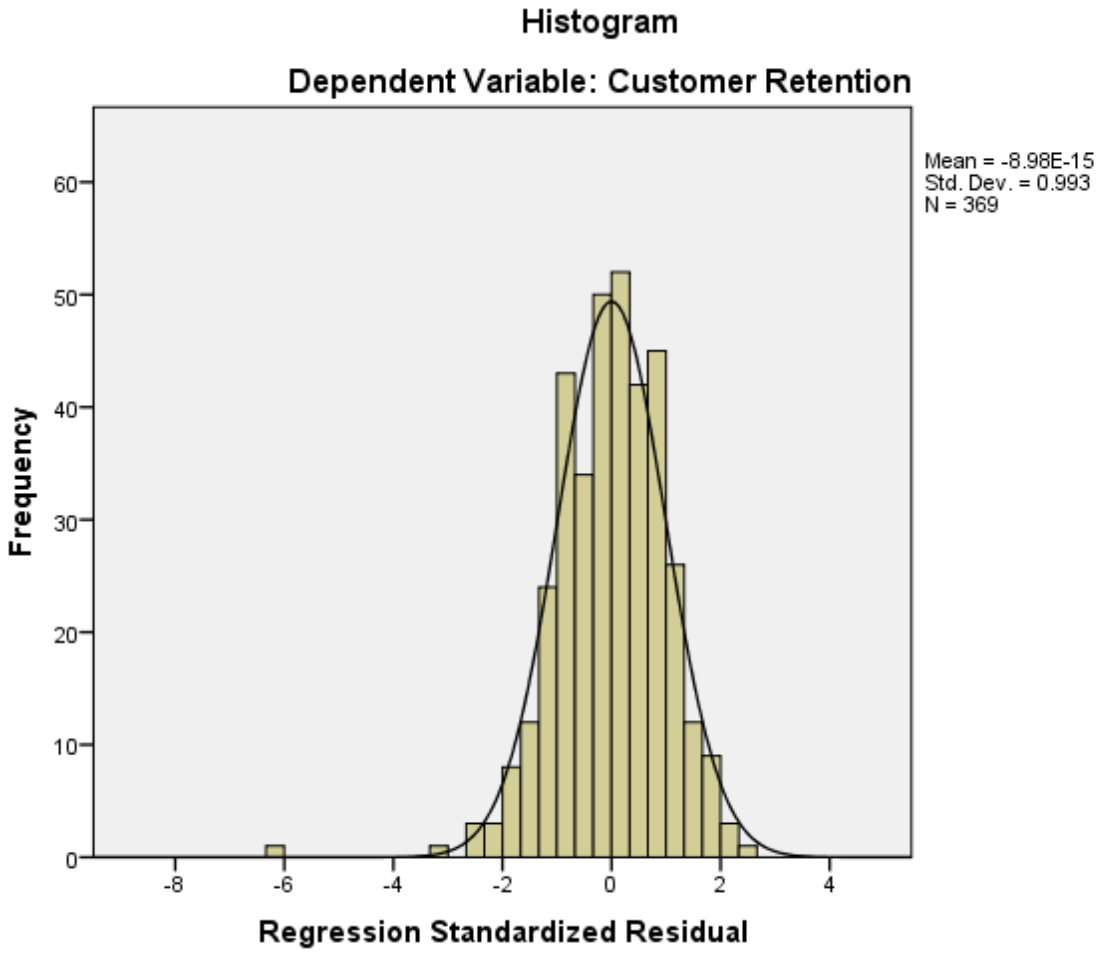
The normality test examines the form of the data distribution for individual metric variables. It is determined by the kurtosis and skewness of the data distribution. Skewness is concerned with symmetry in the distribution of data, while kurtosis reveals the distribution's apex. (Hair et al, 2019).Both can be estimated by graph or figure form in descriptive statistics. The normality test can be used to determine whether the observations are normally distributed.

depending on the model utilized , range statistics for normal distribution kurtosis and skewness vary. According to Garsen (2012), an acceptable range for kurtosis and skewness is between -3 and 3, and between -2 and +2 respectively.

Table 14- Normality Test

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Perceived ease of use	369	4.0791	-.316	.127	.287	.253
Trialability	369	3.9846	.007	.127	1.053	.253
Observability	369	4.0298	-.363	.127	1.231	.253
Compatibility	369	4.1810	-.133	.127	-.246	.253
Relative Advantage	369	4.1724	-.237	.127	-.180	.253
Customer Retention	369	4.3117	.009	.127	-.493	.253

As a result, Table 14 variables are all between -2 and +2, and between -3 and 3 for skewness and kurtosis respectively which indicated that the data distribution is normal. Down below histogram and plot are situated



Own survey (2023)

Fig 2- scatter plot

Figure 2 shows that shows that above figure shows that the distribution is normal.

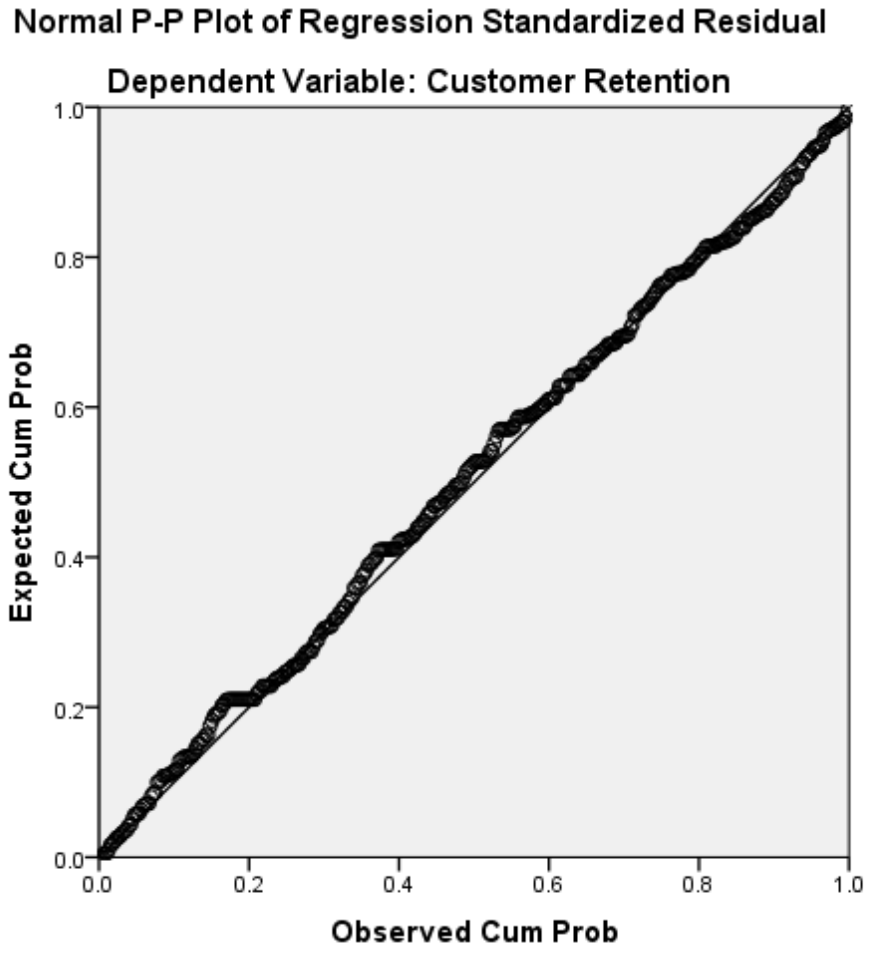


Fig 3 –P-Plot graph

Own survey (2023)

The above figure 3 shows that there is linear relationship among the independent variables with dependent variables

2. Multi-collinearity

When the independent effects cannot be distinguished from one another, multi-collinearity among the independents is an acceptable amount of dependency. According to (Garson, 2012) Estimates are objective, but credible assessments of the relative importance of the explanatory factors and their combined effect are not. The variance inflation factors (VIF) demonstrate the interrelationship of independent variables and assess the degree of tolerance and its reciprocal value. Accordingly, if VIF is less than 10 and the tolerance range is between 0.1 and 1, the multi-

collinearity problem is either nonexistent or mild. Additionally, it ensures the absence of the multi-collinearity problem, which makes data analysis and research inference more difficult using mathematics, when the correlation index of the independent variables is lower than 0.8.

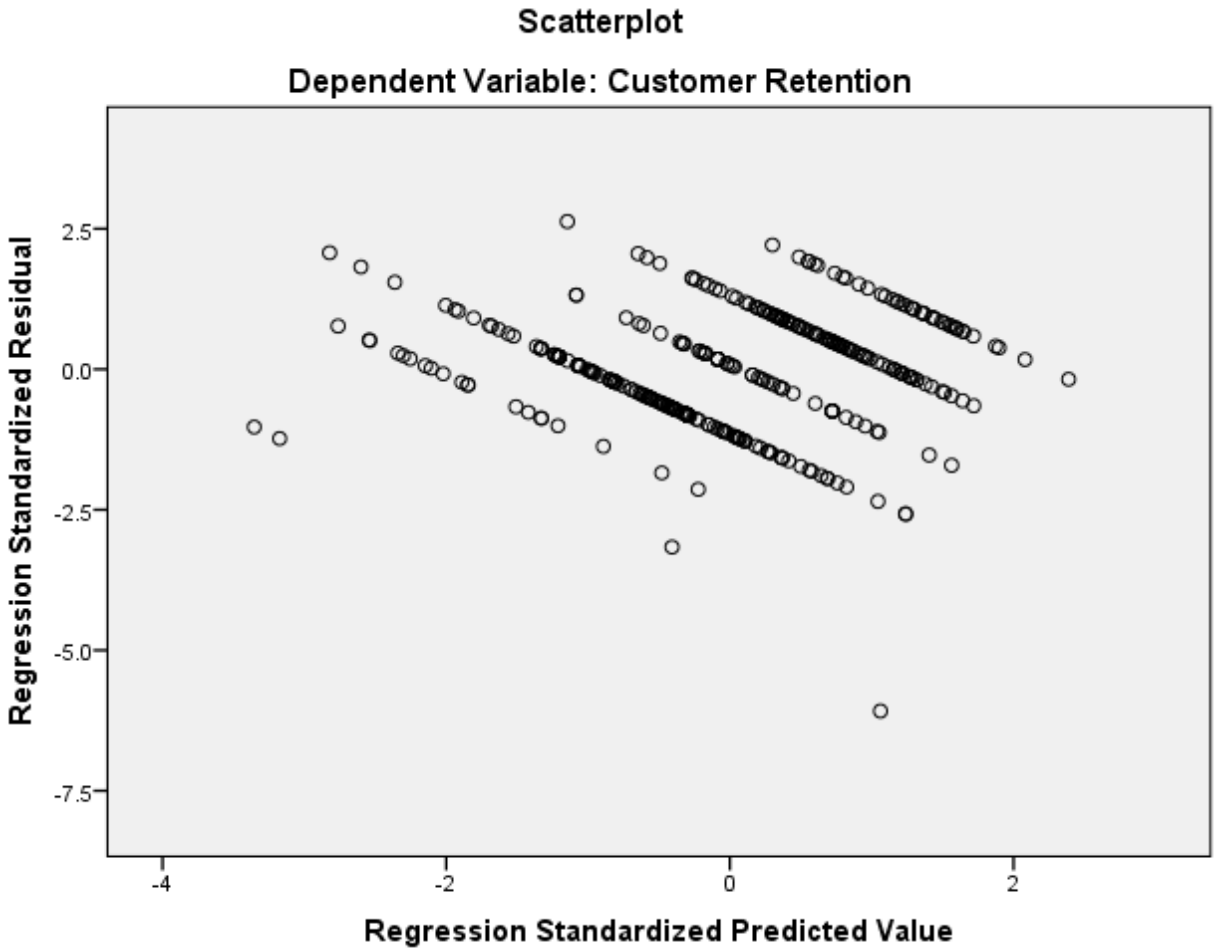
Table 15-collinearity Statistics

	Colliniarity Statistics		
	B	Tolerance	VIF
(Constant)	.457		
Perceived ease of use	.138	.575	1.739
Trialability	.119	.515	1.942
Observability	.240	.482	2.075
Compatibility	.239	.432	2.312
Relative Advantage	.203	.485	2.063

From the table 15 above the analysis result are 0.575, 0.515, 0.482, 0.432 and 0.485 value of tolerance for Perceived ease of use, Observability, trialability, relative advantage and compatibility respectively. VIF Value 1.739, 1.942, 2.075, 2.312 and 2.063 For Perceived ease of use, observability, trialability, relative advantage and compatibility respectively which shows that both value of tolerance and VIF value are with in the acceptable range.so there is no problem regarding multi-collinearity.

3. Homoscedasticity

Garson (2012) asserts that homoscedasticity means that the connection under examination holds true across all ranges of dependent variables. High errors or (residuals) for some areas of the range relative to others indicate a lack of homoscedasticity. Remaining's will form a random cloud of dots when the homoscedasticity condition is true.



Own survey result (2023)

Fig 4 –Scattered Plot

The above Fig 3 demonstrates that responses appear to be concentrated in one place. It means that mistakes are consistent throughout all observations.

4. Autocorrelation of error terms

Autocorrelation indicates that the regression errors are positively (or negatively) connected across time and it is measure by Durbin Watson statistics. (Sarstedt & Mooi, 2019).the Durbin Watson statistic has a value from 0 to 4, with a value of 2.0 indicating no autocorrelation. Values less than 2.0 imply positive autocorrelation, whereas values greater than 2.0 indicate negative autocorrelation. The Durbin-Watson statistic has a constant value between 0 and 4. Accordingly, the Durbin Watson for this study was found to have a value of 1.89,(refer table 16) which shows it is an acceptable range of autocorrelation.

4.5.2.2 Multiple linear regression analysis

Table 16 Multiple regression analysis model for Customer Retention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.755[a]	.570	.564	.26954	1.895

a. Predictors: (Constant), Perceived ease of use
b. Dependent Variable: Customer Retention

According to the findings in Table 16, the adjusted R-Squared is 0.564, meaning that, which indicates that 56.4% of the change in can be explained by factor influence while 26.9 % is explained by other factors.

ANOVA Test

Anova can be estimated for any pair of variables' linear and nonlinear components. (Yang, et al., 2019)

Table 17- Anova test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.009	5	7.002	96.376	.000b
	Residual	26.373	363	.0073		
	Total	61.382	368			

a. Dependent Variable: Customer Retention

b. Predictors: (Constant), Perceived ease of use, trialability, Observability, Compatibility, Relative Advantage)

Table 17 illustrates the outcome of an ANOVA test which is used to determine the model's overall significance when the p-value is less than 0.05. The model is therefore considered to be generally significant for further analysis because the p value for the ANOVA test is 0.000, indicating that the variation explained by the model is not attributable to chance.

4.5.2.3 Regression coefficient of Brand innovation adoption variables

The research main objective was to assess the effect of brand innovation on customer retention.

$Y= \alpha+ \beta_1X_1+ \beta_2X_2+ \beta_3X_3+ \beta_4X_{4+e}$

Y indicates customer retention

α indicates constant after regression

x_1 indicates Perceived ease of use

x_2 indicates trialability

x_3 indicates observability

x_4 indicates compatibility

x_5 indicates relative advantage

e indicates error term

β_1 β_2 β_3 β_4 β_5 signify standardized beta coefficient for brand innovation adoption variables Perceived ease of use, trialability, observability, compatibility and relative advantage.

Y=0.457+0.138PEOU+0.119trialability+0.240bserveability+0.239compatibility+0.203relative advantage +e , where Y indicates customer retention

Table 18- coefficient of variables of brand innovation adoption

	Unstandardized Coefficients		standardized Coefficients	t	Sig.
	B	Std. Error	Beta(ß)		
(Constant)	.457	0.181		2.524	0.012
Perceived ease of use	.138	.049	.129	2.839	.005
Trialability	.119	.050	.113	2.361	.019
Observability	.240	.051	.232	4.679	.000
Compatibility	.239	.050	.252	4.815	.000
Relative Advantage	.203	.049	.219	4.433	.000

The standardized beta coefficients that represent the contributions of each variable to the model are shown in table 18 above. Understanding which of the five independent variables is most crucial for understanding the variation in customer retention also makes sense. In other words,

the value under B indicates the magnitude of each model contribution. The model is therefore considered to be generally significant for further analysis because the p value for the ANOVA test is 0.000.

Therefore, table 18 illustrates that every variable affects customer retention. Among the variables above observability has the highest value of 0.240 showing that it has a strong effect on customer retention.

4.5.2.4 Discussion of result and hypothesis tasting

Before getting to the analysis hypothesis was formulated.

The first hypothesis was "H1: Perceived ease of use of brand innovation adoption is significant and positive with Customer Retention" in which findings show that Perceived ease of use is not only significant but also it has a positive correlation with customer retention having B value of 0.138 and P value of 0.005.when one unit of Perceived ease of use changes then 0.138 unit of change occurs on customer retention. In relation to the finding, (Chen, et al., 2011) stated that Perceived ease of use positively affects individuals intentions to use the system. Hence, it can be concluded that there is a positive relation between perceived ease of use and customer retention so the bank should aim on working on perceived ease of use more.

The second hypothesis statement "H2: Trialability of brand innovation adoption is positive and significant to Customer Retention" has shown to have a significant and positive relation with customer retention as per the findings resulting in B value of 0.119 and p value of 0.019 According to (Rogers, 2003) the result is agreeable in a way that trialability had a positive relation with adoption of innovation.

The third hypothesis statement "H3: Observability of brand innovation adoption is significant and positive to Customer Retention" depicts that there is a positive ad significant relation between customer retention and observability having B value of 0.240 and p value of 0.000. So the hypothesis is supported. The result is in line with (Al-Jabri & Sohail, 2012) observability was labeled as significant with mobile banking adoption.

The other hypothesis on the fourth place statement is H4: Compatibility of brand innovation adoption is significant and positive to Customer Retention" shows that the value of B is 0.239

and the p value is 0.000. This shows that compatibility has a positive and significant relationship with customer retention. (Al-Jabri & Sohail, 2012) Findings show that compatibility is the most significant variable for mobile banking adoption.

Lastly, the hypothesis statement "H5 Relative Advantage of brand innovation adoption is significant and positive to Customer Retention" demonstrates a B value of 0.203 and p value of 0.000 showing that the hypothesis is supported. In line with this (Rogers, 2003) also implied that relative advantage is positively related with adoption of innovation.

Summary of hypothesis testing result

The below table is the summary of the above hypothesis result.

Table 18-Summary hypothesis result

Hypothesis	Result	outcome
H1: Perceived ease of use of brand innovation adoption is positive significant to Customer Retention.	P=0.005 B=0.138	Significant positive
H2: Trial ability of brand innovation adoption is positive and significant to Customer Retention.	P=0.019 B =0.119	Significant positive
H3: Observability of brand innovation adoption is significant and positive to Customer Retention.	P=0.000 B =0.240	Significant positive
H4: Compatibility of brand innovation adoption is significant and positive to Customer Retention	P=0.000 B =0.239	Significant positive
H5: Relative Advantage of brand innovation adoption is significant and positive to Customer Retention.	P=0.000 B =0.203	Significant positive

CHAPTER FIVE

Summary, conclusions and recommendations

This chapter is composed of findings, conclusions and recommendations depending on the statistical findings. Succeeding the scientific procedure of doing the research, the effect of brand innovation adoption on customer retention was studied. As a result, this is the concluding section of this research work in which, what has been done thus far is briefly and precisely explained, conclusions attained based on the findings, and recommendations are conferred below.

5.1. Summary of Findings

The following is an overview of the respondent's profile, descriptive statistics of variables and findings of multiple linear regression between variables of the study:

Male respondents made up 70.1% of the total respondents, while female respondents made up the remaining 29.9%

Among the all of respondents 41.1% were between the ages of 18 and 30, and 46.6% were between the ages of 31 and 40.

Regarding the educational background of respondents, 53.65% are degree holders meanwhile 26.8% are diploma holders

Concerning the occupation, most of the respondents were private business owners accounting for 58.5%whereas 25.4 % are private sector employees.

Before starting the analysis, a reliability test was conducted on the questionnaires, and the results revealed that the instrument's coefficient alpha was 0.88.

According to respondents, the mean of summated brand innovation adoption variables was 4.07, 3.98, 4.02, 4.18, 4.17, and 4.31 for Perceived ease of use, observability, trial ability, relative advantage compatibility and customer retention respectively.

Brand innovation adoption variables had a positive correlation with customer retention having a Pearson correlation coefficient of .556, .540, .606, .646 and .613, for Perceived ease of use, observability, trial ability, relative advantage and compatibility respectively.

An indicator of how much of the variance for a dependent variable in a regression model is explained by an independent variable is called R-squared having a value of 56.4%, indicating that the linear combination of brand innovation adoption variables explain 56.4% of the change in the bank's customer retention, with the remaining 26.9% explained by factors other than this model.

Finally, a regression analysis was performed using the five brand innovation adoption variables as independent variables and customer retention as the dependent variable. As a result, all five brand innovation adoption indicators were positively and strongly correlated with bank customer retention at P values less than 0.05.

5.2. Conclusion

The research was able to conclude that the brand innovation adoption variables have an effect on customer retention of zemen bank. The brand attributes are Perceived ease of use, trial ability, observability, compatibility and relative advantage. So depending on the last chapter analysis conclusions are drown.

Research on the relationship between brand innovation adoption variables and customer retention, as evaluated by the Pearson correlation coefficient, shows a positive and substantial relationship between the two. Prior to doing the final regression analysis, tests for distribution normality, multi-collinearity, and error term autocorrelation were conducted. According to the regression analysis, the brand innovation adoption variables (Perceived ease of use, observability, trial ability, relative advantage, and compatibility, respectively) explain change in customer retention of the bank by 56.4% while the remaining proportion of change (26.9%) is explained by other factors. The model's coefficient of determination, which measures the proportion of variance in the dependent variables explained by linear combinations of explanatory variables, was R^2 =0.564.

The attributes namely Perceived ease of use, trial ability, observability, compatibility and relative advantage are all positively and significantly related with customer relation having a positive effect on the dependent variable. So when a single nit of any of the five variables occur then customer retention of the bank changes.

Following multivariate linear regression, it was discovered that all brand innovation adoption variables were significantly and positively related to customer retention at a P value less than 0.05.

5.3. Recommendation

In order for the bank to sustain the relationship with customer, it should work on Perceived ease. Changing an individual's opinion on particular technology is vital. The bank might directly remove the impediment, allowing for successful usage of the product.

Being on the era of technological advancement, many type of innovations are emerging each day.so in order to continue having competitive advantage, the bank should work on the innovation of new features and products as well. This will enhance the relative advantage for customers. Also while emerging innovation, caution should be taken not to make innovation complex because customers give attention to Perceived ease of use.

On the other had the bank should improve its observability. Since this variable is more significant and positive relation with customer having the highest B value, it is a great opportunity to work on observability and retain more customers

Additionally before introducing innovation officially, the bank should work on trialability. This would be a great opportunity for improvement of innovation and creates familiarity about the product among the customers. The Bank can alleviate customers concerns about attempting new innovations by providing information and demonstrations on how to use them throughout the trial period, which will also encourage customers to utilize new innovations.

Lastly, the researcher has a strong believe that if the above recommendations are implemented, brand innovation adoption can be a great competitive advantage in retaining customer.

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Appendix 1

Questionnaire in English

ADDIS ABABA UNIVERSITY SCHOOL

OF COMMERCE MARKETING

MANAGEMENT PROGRAM

Dear Respondent,

This study is conducted by graduating student in the department of marketing management, Addis Ababa University School of Commerce as part of the requirement for Master's Degree. The aim of this questionnaire is to identify the Effect of brand innovation adoption on customer retention in Zemen bank and all your response will be kept confidential and used only for academic purpose. Hence, you are kindly requested to fill the questionnaire given below.

Thank you for your participation.

Section I: Demographic profile of respondents

Please indicate the following by ticking (√) on the spaces in front of the response options:

1.Are you customer of Zemen Bank Yes ☐ No ☐

2.Gender: Male ☐ Female ☐

3.Age 18-30 ☐ 31-40 ☐

41-50 ☐ 51-60 ☐ >61 ☐

4. Educational level:

Diploma holder ☐ First-degree holder ☐

Master's degree ☐ Above Masters ☐

5. Occupations: Government Employee ☐ Private Employee ☐

Private Business ☐ Student ☐

Section II: Questionnaires related with effect of brand innovation on customer retention

1.1. Basic questions

Please indicate the following by ticking (√) on the spaces in front of the response options:

1. .Do you use Brand innovation?

   Yes ☐ No ☐

   If yes, please answer question number 3 and 4

2. Which type of brand innovation do you use?

   Only ATM ☐ Internet banking ☐

   Both Atm and internet banking ☐

3. Why do you prefer favor using the aforementioned service above?

   It is easy to use ☐

   It is more secure ☐

   It does not require network connection ☐

2.2 Questionnaires related to factors influencing adoption of innovation.

The following are questioners related to factors influencing the adoption of electronic banking. Please indicate whether you agree or disagree with each of the statements by ticking (√) on the spaces that specify your choice from the options that range from "strongly agree," to "strongly disagree" represented by Strongly Agree-SA, Agree-A, Neutral- N, Disagree-D and

Strongly Disagree- SD. Each choice is identified by numbers ranging from 1 to 5.

S.N	Measured Constructs	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I.	**Perceived ease of use**					
1	Zemen bank brand innovation is easy to use.					
2	Zemen bank brand innovation saves time.					
3	Making different payments is simple when using the Zemen bank brand innovation.					
4	Zemen bank brand innovation saves time compared to traditional banking.					
5	I think Zemen bank brand innovation is simple to comprehend.					
II.	**Trial ability**					
1	I have understanding about zemen bank brand innovation before accessing it.					
2	I have had information about Zemen bank brand innovation before admission.					
3	I have noticed modification on zemen bank brand innovation.					
III.	**Observability**					
1	I believe Zemen bank brand innovation can be accessed.					
2	Zemen bank brand innovation is available.					
3	Zemen bank brand innovation is noticeable.					
IV.	**Compatibility**					
1	Zemen bank brand innovation are					

	Compatible with customers.					
2	Zemen bank brand innovation service is consistent with technological access.					
3	Zemen bank brand innovation is compatible with my social values.					
4	Zemen bank brand innovation is in alignment with my need.					
5	Zemen bank brand innovation is in accordance with the status of customers in banking business.					
V.	**Relative advantage**					
	Zemen bank brand innovation are useful to customer.					
	Zemen bank brand innovation transaction fee is inexpensive.					
	It doesn‟t take consume much time to learn about the use of Zemen bank brand innovation.					
	Using Zemen bank brand innovation service is faster to get banking service than visiting a bank					
	In general, Zemen bank brand innovation pleased me better than the conventional ones.					
VI.	**Customer Retention**					
	I am loyal to zemen bank.					
	I’ve become more devoted to Zemen Bank over the past few years.					
	Zemen bank values customers aheadof short-term goals.					

Appendix 2

አዲስ አበባ ዩኒቨርሲቲ ንግድ ሥራ ኮሌጅ

ማርኬቲንግ ትምህርት ክፍል

የጥናት መጠይቅ

ውድ የጥናቱ ተሳታፊዎች

የዚህ መጠይቅ ዋና አላማ በዘመን ባንክ አዲስ አበባ ቅርንጫፎች አዳዲስ የባንክ አገ ልግሎቶች ደንበኞችን ይዞ ማቆየት ላይ ያላቸውን ተጽእኖ እና የመፍትሄ ሃሳብ ለመጠቆም የሚረዳ የመመረቂያ ፅሁፍ ለማዘጋጀት ነዉ። በዚህ ጥናት ተሳታፊ የሚሆኑት የባንክ ደንበኞች ሆነዉ የሃሳብ ቁጥር ያላቸውን ነው። የምትሰጡን ሀሳብ ከዚህ አላማ ዉጭ የማንጠቀምበት ከመሆኑም በተጨማሪ ሚ ስጥራዊነቱ የተጠበቀ ነዉ።ለምታደርጉልን ትብብር ከወዲሁ እናመሰግናለን ።

ክፍል *1* ፡ - የግል ሁኔ ታ

እባክዎን ከሚከተለት ሳጥኖች ዉስጥ ስለእርስዎ ትክክል በሆነዉ ላይ ይህንን(√) ምልክት ያድርጉ።

1. የዘመን ባንክ ደንበኛ ኖት አዎ ☐ አይደለሁም ☐

2. ፆታ ወንድ ☐ ሴት ☐

3. ዕድሜ18 - 30 ☐

31-40 ☐

41-50 ☐

>50 ☐

4.የት/ደረጃ ዲፕሎማ ☐

ሁለተኛ ዲግሪ ☐

ለሁለተኛ ዲግሪ በላይ ☐

የመጀመሪያ ዲግሪ ☐

5.ስራ የመንግስት ሰራተኛ ☐

የግል ተቀጣሪ ☐

የግል ስራ ☐

ተማሪ ☐

ክፍል *2* ፡ -

አዳዲስ የባንክ አገልግሎቶች ደንበኞችን ይዞ ማቆየት ላይ ያላቸውን ተጽእኖ ለማወቅ በሚደረገዉ ጥረት ላይ የቀረቡ ጥያቄዎች

2.1 ፡ - መሰረታዊ ጥያቄዎች

1.አዳዲስ የባንክ አገልግሎት ተጠቃሚ ኖት?

አዎ ☐ አይደለሁም ☐

መልስዎ አዎ ከሆነ ቀጣዮቹን ከተራ ቁጥር 3 - 4 ያሉትን ጥያቄዎች ይመልሱ፡፡

2. ከአዳዲስ የባንክ አገልግሎቶች የየትኛውን ይጠቀማሉ? ☐

የኢንተርኔት አገልግሎትሎት ☐

ኤ.ቲ.ም ☐

የኢንተርኔት አገልግሎት እና ኤ.ቲ.ም ☐

3. ከላይ የሚጠቅሱን የባንክ አዲስ የባንክ አገልግሎቶች ዓይነት ለማቅረም ለምን ወሰኑ ?

አጠቃቀሙ ቀላል ስለሆነ ☐

የበለጠ አስተማማኝ ስለሆነ ☐

የኔትዎርክ መኖርን ስለማይጠይቅ ☐

2.2. ቀጣዮቹ ጥያቄዎች አዳዲስ የባንክ አገልግሎቶች ደንበኞችን ይዞ ማቆየት ላይ ያላቸው ተጽእኖ ጋር ተያያዥነት ያላቸው ጉዳዮች ጋር የቀረቡ ሲሆኑ አማራጮቹ ደግሞ ከፊዕሞ አልስማማም እስከ በጣም እስማማለሁ በቅደም ተከተል የተቀመጡ በመሆናቸዉ ትክክለኛ ነዉ በሚሉት ላይ ይህንን (√) ምልክት በማድረግ እንዲመልሱ በአክብሮት እጠይቃለሁ፡፡ አማራጮቹ እንደሚከተለዉ ተብራርተዋል ፡ ፡

1 ፈጽሞ አልስማማም

2 አልስማማም

3 አስተያየት የለኝም

4 እስማማለሁ

5 በጣም እስማማለሁ

ተ.ቁ	መመዘኛ ጥያቄዎች	ፈፅሞ አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለው	በጣም እስማማለው
	የአጠቃቀም ቅለት	1	2	3	4	5
1	አዳዲስ የባንክ አገልግሎቶችን በብቃት ለመጠቀም ቀላል ናቸው ብዬ አስባለው።					
2	የማንም እርዳታ ሳያስፈልገኝ አዳዲስ የባንክ አገልግሎቶችን መጠቀም እችላለው።					
3	አዳዲስ የባንክ አገልግሎቶችን መጠቀም የባንክ አገልግሎቶችን በቀላሉ ለመጠቀም ይረዳል።					
4	አዳዲስ የባንክ አገልግሎቶች መጠቀም የባንክ አገልግሎቶችን በየትኛውም ቦታ ላይ ሆኖ ለማግኘት ይረዳል።					
5	አዳዲስ የባንክ አገልግሎቶች መጠቀም የተለያዩ ክፍያዎችን ለመፈፀም ይረዳል።					

	ተሞክሮ					
1	አዳዲስ የባንክ አገልግሎቶችን ከመጠቀሜ በፊት ስለአዳዲስ አገልግሎቶቹ እውቀት ነበረኝ፡፡					
2	አዳዲስ አገልግሎቶቹ ከመተግበራቸው በፊት ስለአጠቃቀሙ እውቀት ነበረኝ፡፡					
3	ስለዘመን ባንክ አዳዲስ የባንክ አገልግሎቶች ለውጥ ከወዲሁ አውቅ ነበር፡፡					
	እይታ					
1	የዘመን ባንክ አዳዲስ የባንክ አገልግሎቶች በእይታዬ ውስጥ አሉ ብዬ አምናለሁ፡፡					
2	አዳዲስ የዘመን ባንክ አገልግሎች ተደራሽነት አላቸው፡፡					
3	የዘመን ባንክ አዳዲስ አገልግሎቶች በዙሪያዬ ይገኛሉ፡፡					
	ምቹነት					
1	አዳዲስ የባንክ አገልግሎቶች ለደንበኞች ምቹ ናቸው፡፡					
2	አዳዲስ የባንክ አገልግሎቶች ካለው የቴክኖሎጂ አቅርቦት ጋር አብረው ይሄዳሉ፡፡					
3	አዳዲስ የባንክ አገልግሎቶቹ ካለኝ ከማህበራዊ እሴቶች ጋር አብረው ይሄዳሉ፡፡					
4	አዳዲስ የባንክ አገልግሎቶቹ ከባንኩ ደንበኞች ሁኔታ ጋር አብሮ ይሄዳሉ፡፡					

5	አዳዲስ የባንክ አገልግሎቶቹ ለባንክ አገልግሎት ፍላጎቱ በቂ ምላሽ ይሰጣሉ፡፡					
	አንፃራዊ ጠቀሜታ					
1	አዳዲስ የባንክ አገልግሎቶቹ ደንበኞችንም ሆነ ባንኩን ተጠቃሚ ያደርጋሉ፡ ፡					
2	የአዳዲስ የባንክ አገልግሎቶችየአገልግሎት ክፍያ ወድ አይደለም፡፡					
3	አዳዲስ የባንክ አገልግሎቶችን ለማወቅና ለመረዳት ብዙ ጊዜ አይወስድም፡ ፡					
4	አዳዲስ የባንክ አገልግሎቶችን መጠቀም ወደ ባንኩ ቅርንጫፍ ከመሄድ ይልቅ የተሻለ ፍጥነት አለው፡ ፡					
5	ባጠቃላይ አዳዲስ የባንክ አገልግሎቶች ከመደበኛው የባንክ አጠቃቀም የተሻለ ነው፡፡					
VI	**ደንበኞችን ይዞ ማቆየት**					
1	ታማኝ ደንበኝነት ይገባዋል ፡፡					
2	ባለፉት አመታት ለዘመን ባንክ ያለኝ ታማኝነት እየጨመረ መቷል ፡					
	የዘመን ባንክ ደንበኞቹንና ከባንኩ ጋር ያላቸውን ግንኙነት ከባንኩ አላማዎች አንፃር ያያ ቸዋል ፡					